

This Page Is Inserted by IFW Operations
and is not a part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

IMAGES ARE BEST AVAILABLE COPY.

**As rescanning documents *will not* correct images,
please do not report the images to the
Problem Image Mailbox.**

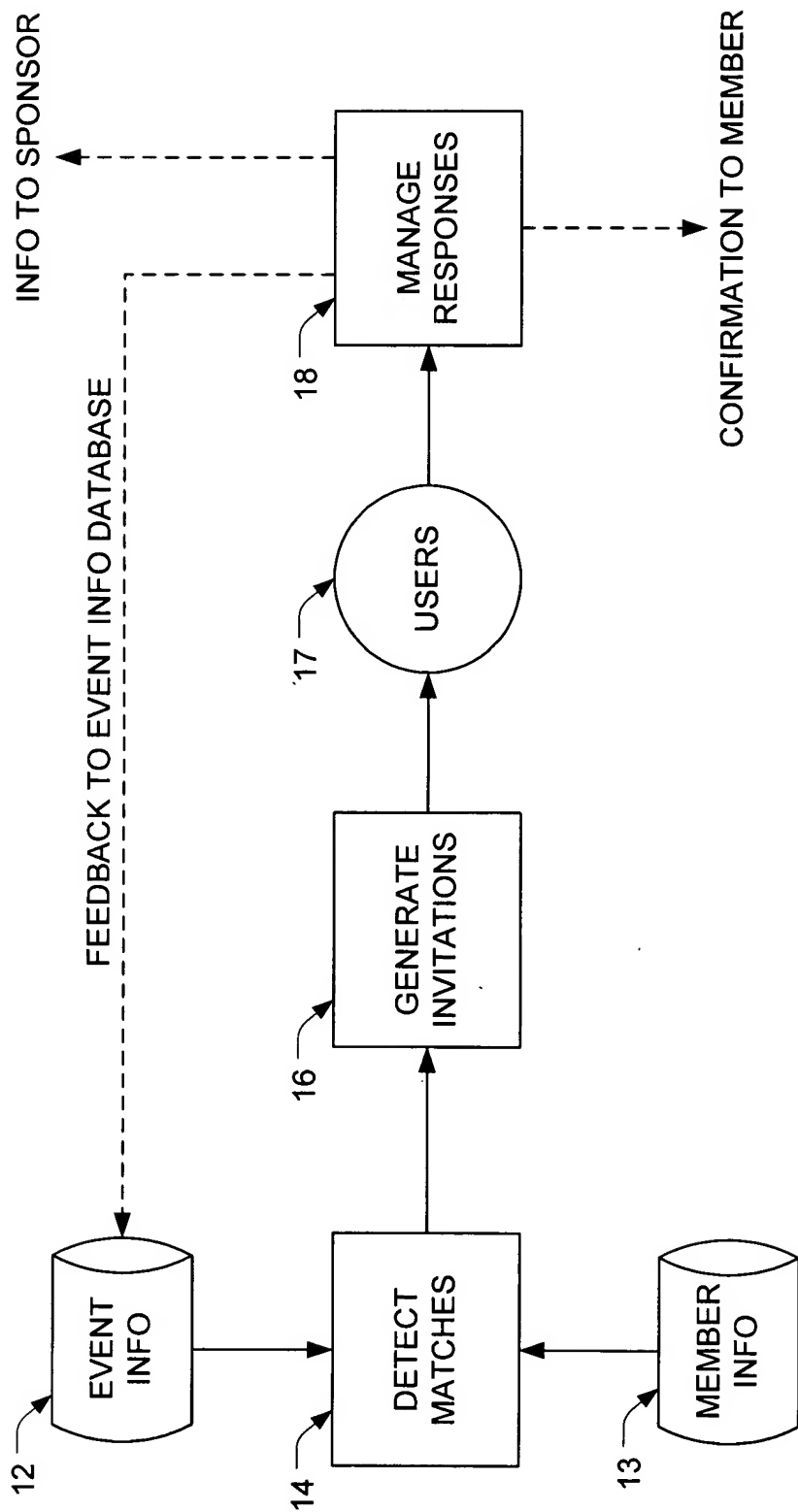


FIG. 1

EVENTS							
event no.	topic	speaker	date	location	sponsor	incentive	recruitment info
1	preventing heart attacks	Dr. Alan Abrams	Mar. 11, 2004, 8AM	New York, NY	ABC Co.	none	cardiologists
2	tendonitis	Dr. Ben Baden	Mar. 11, 2004 9AM	Trenton, NJ	DEF Co.	1 hour CME credit	radiologists
3	cervical cancer	Dr. Charles Cadence	Mar. 12, 2004, 1PM	Web broadcast	GHI Co.	medical dictionary	Dr. Rosa Roberts Dr. Steven Samuels Dr. Travis Torrance
4	osteoporosis	Dr. Dan Dartmouth	Mar. 12, 2004, 9AM	Yonkers, NY	GHI Co.	\$75 Medsite rewards	orthopedics Dr. Peter Perch
5	osteoporosis	Dr. Edwin Erie	Mar. 13 2004, 10AM	New York, NY	ABC Co.	none	orthopedics

FIG. 2

MEMBERS						
member no.	name	specialty	contact info	ME #	email frequency	interests
1	Dr. Peter Perch	radiology	1 Fifth Ave New York, NY	11111	daily	tendonitis
2	Dr. Rosa Roberts	cardiology	12 Second Ave. New York, NY	22222	weekly, Monday at 1 PM	all
3	Dr. Steven Samuels	gastro-enterology	20 East 34 th St. Trenton, NJ	33333	weekly	all
4	Dr. Travis Torrance	internist	7 Sycamore Ln. Scarsdale NY	44444	daily at 8 AM	all
5	Dr. Victor Volpe	orthopedics	99 Poplar Dr. Bangor, ME	55555	every two weeks	ABC Co.

FIG. 3

MATCHES	
member no.	invite to event nos.
1	2 (ref. a) 4 (ref. b)
2	1 (ref. c) 3 (ref. d)
3	3 (ref. e)
4	3 (ref. f)
5	4 (ref. g) 5 (ref. h)

FIG. 4A

MATCHES	
member no.	invite to event nos.
1	2 (ref. a) 4 (ref. b)
2	1 (ref. c) 3 (ref. d)
3	3 (ref. e)
4	3 (ref. f)
5	4 (ref. g) 5 (ref. h)

FIG. 4B

INVITATIONS				
invitation ref. code	member no.	event no.	queued	emailed
a	1	2	yes	yes
b	1	4	yes	yes
c	2	1	yes	yes
d	2	3	yes	yes
e	3	3	yes	yes
f	4	3	yes	no
g	5	4	yes	no
h	5	5	yes	no

FIG. 5

response
none
none
accepted
declined
deleted
N/A
N/A
N/A

SAMPLE EMAIL

From: Medsite Invites
 To: Dr. Rosa Roberts
 Subject: Invitations to Events that Match Your Criteria

Sent: Mon 12/8/2003, 1:00 PM

Dr. Roberts: You are invited to attend the following events:

topic	speaker	date and time	location	incentive	response
<u>preventing heart attacks</u>	<u>Dr. Alan Abrams</u>	Mar. 11, 2004 8:00 AM	New York, NY	none	<input type="checkbox"/> accept <input type="checkbox"/> decline <input type="checkbox"/> delete
<u>cervical cancer</u>	<u>Dr. Charles Cadence</u>	Mar. 12, 2004 1:00 PM	Web broadcast	medical dictionary	<input type="checkbox"/> accept <input type="checkbox"/> decline <input type="checkbox"/> delete

SUBMIT

Click on any of the underlined hyperlinks above for more information.
 You may RSVP by filling in the check boxes and clicking submit button, or by visiting our website at www.Medsite.com.

FIG. 6

Therapeutic Areas

Select the therapeutic areas for which you **would like** to receive invitations.

☐ Deselect All

- | | |
|---|--|
| <input checked="" type="checkbox"/> Allergies & Asthma | <input checked="" type="checkbox"/> Genitourinary Disease |
| <input checked="" type="checkbox"/> Arthritis & Acute Pain | <input checked="" type="checkbox"/> Infectious Disease |
| <input checked="" type="checkbox"/> Cardiovascular Disease | <input checked="" type="checkbox"/> Metabolic Disorders (incl. Diabetes) |
| <input checked="" type="checkbox"/> CNS & Psychiatric Disorders | <input checked="" type="checkbox"/> Oncology |
| <input checked="" type="checkbox"/> Dentistry | <input checked="" type="checkbox"/> Ophthalmology |
| <input checked="" type="checkbox"/> Dermatology | <input checked="" type="checkbox"/> Respiratory Diseases |
| <input checked="" type="checkbox"/> Gastrointestinal Disease | |

Event Types

Select the event types for which you **would like** to receive invitations.

- | | |
|--|--|
| <input checked="" type="checkbox"/> Advisory Board Meetings | <input checked="" type="checkbox"/> Market Research (Surveys, etc....) |
| <input checked="" type="checkbox"/> Clinical Advisory Panels | <input checked="" type="checkbox"/> Round Tables |
| <input checked="" type="checkbox"/> Clinical Investigator Meetings (Clinical Trials) | <input checked="" type="checkbox"/> Speaker Training Sessions |
| <input checked="" type="checkbox"/> Consultative Meetings | <input checked="" type="checkbox"/> Symposia |
| <input checked="" type="checkbox"/> Continuing Medical Education (CME) | <input checked="" type="checkbox"/> Teleconferences |
| <input checked="" type="checkbox"/> Dinner Meetings | <input checked="" type="checkbox"/> Video Conferences |
| <input checked="" type="checkbox"/> Grand Rounds | <input checked="" type="checkbox"/> Website Launches |
| <input checked="" type="checkbox"/> Interactive Online Learning Programs | |

FIG. 7

home
 my account
 help

Search

[Advanced Search](#)

Inbox

Welcome Alex Carter. You have 0 unopened invitations in your Inbox.

Page 1 of 1

<input type="checkbox"/> From	Topic	Incentive	Received
<input type="checkbox"/> CuresAll	<u>Panacea - New Dosage Information</u> Event Type: Teleconferences Date: Ongoing Location: Online Status: Accepted - Click here to Attend	\$100 Certificate	August 19, 2003
<input type="checkbox"/> CuresAll	<u>Free CME in Psychiatry</u> Event Type: CME (Online) Date: Ongoing Location: Online Status: Accepted - Click here to Attend	1 CME Credit	August 19, 2003
<input type="checkbox"/> CuresAll	<u>Cure Rx Interactive Learning</u> Event Type: Online Drug, Device, or Diagnostic Education Date: Ongoing Location: Online Status: Accepted - Click here to Attend	Samples	August 19, 2003

Page 1 of 1

FIG. 8